2027 *Edition*

HMCC AMBASSADOR PROGRAM

HMCC EMISSARY PROGRAM

Handbook

HUNTSVILLE MADISON COUNTY CHAMBER

225 CHURCH STREET NW, HUNTSVILLE, AL 35801
256-535-2000 **HSVCHAMBER.ORG**

ABOUT THE PROGRAMS
AMBASSADORS & EMISSARIES

Thank you for your interest in the **Ambassador and Emissary Programs** at the Huntsville/Madison County Chamber. The Chamber is committed to furthering its mission of preparing, developing and promoting our community for economic growth. Our Ambassador and Emissary Programs play a vital role in helping the Chamber accomplish this mission.

The **Ambassador Program** consists of enthusiastic volunteers from the Chamber membership who donate their time to help build member commitment and raise community awareness of the Chamber's mission and benefits of membership. In doing so, the Ambassadors grow professionally and personally by building business relationships within the community. Getting involved with the Ambassador Program is one of the first steps you can take to become more involved with the Chamber. This program is ideal if you have a desire to become more active in the local business community, raise awareness of your business/organization, and give back to your community.

Emissaries are advocates for the Chamber to current members. The **Emissary Program** is designed to increase membership engagement and retention rates. Members who are offered the responsibility of being an Emissary have already shown a strong sense of commitment and dependability by being an outstanding Chamber member and volunteer. Participation in the Emissary Program is by invitation only.

Both Chamber Ambassadors and Emissaries donate a tremendous amount of time to build strong Chamber member relationships, promote the mission of the Chamber, raise community awareness, and the Chamber is stronger because of them!

Ambassador & Emissary Benefits:

- The Ambassador and Emissary programs provide opportunities for you to meet local business leaders and build lasting business relationships.
- A high level of visibility and credibility is extended to your business through involvement in these very prestigious programs.
- You can expect to not only increase your monthly contacts, but also your presence in the business community through exposure for you and your business/organization.
- You will gain an insider's perspective of the local business community and the Huntsville/Madison County Chamber.
- Ambassadors and Emissaries are invited to attend the monthly program luncheon meetings. These meetings will be held on the first Thursday of the month, networking starts at 11 a.m. and the program starts at 11:30 a.m. (unless otherwise posted).
- The Ambassador or Emissary's name and company name (with link to company website) will be displayed on the Ambassador or Emissary directory page on the Huntsville/Madison County Chamber website. Emissaries will also have a link to their professional biography.

HMCC AMBASSADOR

HMCC EMISSARY

CODE OF CONDUCT
FOR AMBASSADORS & EMISSARIES

MUST HAVE SIGNED COPY ON FILE AT THE CHAMBER

The **Emissaries** role in providing a conduit for members to provide feedback to the Chamber is vital to our ability to provide programing relevant to their needs and enhancing our service to our members. **Ambassadors** enhance the visibility of the Chamber with our members and the public.

Both the Emissaries and the Ambassadors play a key role in strengthening the relationship between the Chamber and our members.

Emissaries and Ambassadors are **not** spokespeople on behalf of the Board of Directors or Officers of the Chamber, and are **not** to speak on behalf of the Chamber. The responsibility of speaking on behalf of the Chamber resides with the Chairman of the Board and the President & CEO, and those they designate to speak on certain topics/issues.

The Huntsville/Madison County Chamber (HMCC) is committed to the highest ethical standards. Acting ethically is the foundation of all our endeavors. Our reputation depends upon the ethical conduct of everyone affiliated with HMCC. Volunteers, staff, and representatives set an example for each other, and for our members, by their pursuit of excellence in high standards of performance, professionalism, and ethical conduct.

While no document can anticipate all of the challenges that may arise, the Code of Conduct communicates key concepts and will assist HMCC volunteers, staff and representatives in making good decisions that are ethical and in accordance with applicable legal requirements. All are encouraged to discuss any questions or concerns they have with the President & CEO or Chairman of the Board of Directors.

1. REPRESENTING THE POLICIES, POSITIONS, AND/OR OPINIONS

Communicating the policies, positions, and opinions of the HMCC in a consistent manner by the appropriate officer or staff member is critical to maintaining the integrity of the Chamber's message and/or positions on key issues. Therefore, the following standards apply when communicating on behalf of /representing the HMCC:

- The Chairman and the President & CEO of the Chamber are authorized to speak on behalf of the Chamber.
- Vice Chairs of the Chamber are authorized to comment on activities within their respective divisions.
- Should a Vice Chair be unable to comment, the Vice President or Director of the division will speak on behalf of the Chamber when they have received clearance from the President & CEO to do so.
- Under no circumstances are Ambassadors or Emissaries empowered to represent the Chamber in public settings, to the press, or in written communications on issues related to policies, positions, or opinions. The role of Emissaries is limited to interacting with their member contacts, sharing information on Chamber programs/activities, and sharing member concerns with Chamber staff.

2. PERSONAL AND PROFESSIONAL INTEGRITY

A personal commitment to integrity in all circumstances benefits each individual as well as the organization. We therefore:

- Strive to meet the highest standards of performance, quality, service, and achievement in working toward the HMCC mission.
- Communicate honestly and openly, and avoid misrepresentation.
- Promote an environment where honesty, open communication, and minority opinions are valued.
- Exhibit respect and fairness toward all those with whom we come into contact.
- Ambassadors and Emissaries should refrain from any conduct which is detrimental to the image of the HMCC. An Ambassador or Emissary may have their position terminated immediately due to such conduct.

3. GUIDANCE AND DISCLOSURE

Volunteers, staff, and representatives are encouraged to seek guidance from the Chief Executive Officer or Board Chair concerning the interpretation or application of this Code of Conduct. Any known or possible breaches of the Code of Conduct should be disclosed. Staff, HMCC representatives and volunteers should contact the President & CEO or an officer of the Board. Reports of possible breaches will be handled in the following manner:

- All reports of possible breaches will be treated in confidence as much as the organization's duty to investigate and the law allow. If confidentiality cannot be maintained, the individual disclosing the possible breach will be notified.
- All reported breaches will be investigated, and, if needed, appropriate action will be taken based upon the policies of the organization.
- Retaliation against a person who suspects and reports a breach in good faith will be treated as an independent breach of the Code.
- HMCC affirms prompt and fair resolution of all reported breaches.

4. BREACH OF PROTOCOL

Violation of the protocols will result in one or more of the following, depending on the nature of the breach:

- The President & CEO will meet with the person or people involved with the breach, explain the reason for the concern, and secure their assurance that such a breach will not take place in the future.
- The President & CEO will inform the offending person or people involved that their position as a volunteer Ambassador and/or Emissary has been terminated.





